

Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 45411) - Total and E-commerce Sales by Merchandise Line¹: 2003-2008

[Estimates are based on data from the Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.]

Merchandise Lines	Value of Sales											
	2008		2007 Revised		2006 Revised		2005 Revised		2004 Revised		2003 Revised	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 45411)	227,084	106,821	222,464	99,978	201,375	82,632	175,577	66,352	153,223	52,014	133,950	41,433
Books and magazines	8,087	5,138	7,495	4,603	6,550	3,658	6,055	(S)	5,568	(S)	4,913	2,086
Clothing and clothing accessories (includes footwear)	24,057	17,058	23,482	15,729	20,775	12,866	18,421	9,498	15,502	6,939	14,379	5,426
Computer hardware	23,127	11,818	25,539	13,041	21,833	11,141	21,504	9,981	20,934	8,561	18,895	6,949
Computer software	4,826	2,522	4,432	2,327	3,621	1,835	3,489	1,736	3,078	1,495	2,925	1,217
Drugs, health aids, and beauty aids	65,831	5,510	62,274	5,020	63,535	4,678	49,432	3,889	43,173	3,496	34,713	(S)
Electronics and appliances	16,409	13,018	14,741	11,118	12,822	9,281	11,296	7,622	8,811	(S)	6,870	3,909
Food, beer, and wine	3,882	2,322	4,478	2,626	3,877	2,115	3,288	1,574	2,523	1,016	2,176	811
Furniture and home furnishings	13,125	9,811	13,318	8,968	11,986	7,750	10,300	5,516	8,160	3,910	7,800	3,214
Music and videos	5,110	3,972	4,525	3,282	3,815	2,539	3,373	(S)	3,547	(S)	3,442	1,354
Office equipment and supplies	8,111	5,899	8,136	5,473	6,919	4,455	6,055	3,523	(S)	(S)	5,291	2,806
Sporting Goods	6,419	3,991	6,068	3,543	4,834	2,607	4,367	2,022	2,990	1,254	2,666	1,049
Toys, hobby goods, and games	5,921	3,344	5,184	2,863	4,376	2,202	4,608	2,144	4,038	1,690	3,982	1,562
Other merchandise ²	30,486	14,355	31,254	13,848	26,590	11,475	25,149	9,480	21,966	7,050	19,605	5,488
Nonmerchandise receipts ³	11,693	8,063	11,538	7,537	9,842	6,030	8,240	4,633	7,468	3,938	6,293	3,000

(S) Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%) or poor response quality (total quantity response rate is less than 50%). Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau. For a description of publication standards and the total quantity response rate, see http://www.census.gov/quality/S20-0_v1.0_Data_Release.pdf.

Note: Estimates are not adjusted for price changes. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions can be found on the Internet at <http://www.census.gov/retail/arts/how_surveys_are_collected.html>.

¹ Estimates include data for businesses with or without paid employees and are grouped according to merchandise categories used in the Annual Retail Trade Survey.

² Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.

³ Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, Annual Retail Trade Survey